

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL								
CONVEYING PARTY DATA									
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>TTY GENERAL TRADE LINES LIMITED</td> <td></td> <td>02/04/2007</td> <td>COMPANY: ISRAEL</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	TTY GENERAL TRADE LINES LIMITED		02/04/2007	COMPANY: ISRAEL	
Name	Formerly	Execution Date	Entity Type						
TTY GENERAL TRADE LINES LIMITED		02/04/2007	COMPANY: ISRAEL						
RECEIVING PARTY DATA									
Name:	S.M.L. SUCCESS LTD								
Street Address:	15 MEIR YA'ARI ST								
Internal Address:	POB 48258								
City:	TEL AVIV								
State/Country:	ISRAEL								
Postal Code:	61482								
Entity Type:	COMPANY: ISRAEL								
PROPERTY NUMBERS Total: 6									
Property Type	Number	Word Mark							
Serial Number:	78534774	B FREE							
Serial Number:	78534787	B FREE							
Serial Number:	78534796	B FREE							
Serial Number:	78534862	BFREE							
Serial Number:	78534867	BFREE							
Serial Number:	78534870	BFREE							
CORRESPONDENCE DATA									
Fax Number:	(972)357-3400								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Email:	blumgador@adlaw.co.il								
Correspondent Name:	DEBORAH GADOR								
Address Line 1:	POB 4133								
Address Line 4:	GANEI TIKVA, ISRAEL 55900								

OP \$165.00 78534774

900162958

TRADEMARK
REEL: 004212 FRAME: 0123

ATTORNEY DOCKET NUMBER:	77/21
DOMESTIC REPRESENTATIVE	
Name:	
Address Line 1:	
Address Line 2:	
Address Line 3:	
Address Line 4:	
NAME OF SUBMITTER:	DEBORAH GADOR
Signature:	/DG/
Date:	05/25/2010
Total Attachments: 1 source=tyassign#page1.tif	

ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the undersigned:

**TTY General Trade Lines Limited,
19 Ramban Street, P.O. Box 7085,
Jerusalem 91070, Israel**

(hereinafter called the "assignor"), hereby sells, assigns and transfers to:

**S.M.L. Success Ltd
POB 48258, 15 Meir Ya'ari St,
Tel Aviv 61482**

(hereinafter referred to as the "Assignee"), its successors, assigns, nominees or other legal representatives, for the inventions described and claimed in the following trademark applications/registrations:

**US Trademark Application's # 78/534,774 , #78/534,787, # 78/534,796,
#78/534,862, #78/534, 867 & #78/534,870
filed 17 December 2004;**

and in and to said Design Applications, and all original Designs granted therefor, and all divisions and continuations thereof and additions thereto, including the right to apply and obtain Designs or Patents in all other countries, the priority rights under International Conventions, and the Letters Patent and Registered Designs which may be granted thereon;

together with the right to sue for infringement thereof, both past and present.

Signed and sealed this 4th day of FEBRUARY, 2007


כ.ט.ג. נהיגה מסחר כלליים בע"מ
T.T.Y. GENERAL TRADE LINES LTD

TTY General Trade Lines Limited,

ISRAEL BLATTBERG

Signed by: